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ABSTRACT

This book presents information about 10 areas of design, with the main emphasis on graphic design. One section presents the creative problem solving process and provides practice in using this process to solve design problems. Students are given a glimpse of other areas of design, including fashion, industrial, architectural, decorative, environmental, urban, and interior. A project is provided for each area. The book is intended to provide beginning design students with information on the basic concepts and principles of design and allow practice in applying the concepts. Each chapter includes a reproducible information page and projects to allow students to apply what they have learned. Elements of design presented include: (1) unity; (2) repetition; (3) variety; (4) movement; (5) balance; (6) emphasis; (7) economy; (8) proportion; (9) color; and (10) space. (EH)

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